

## LGBT Americans Think, Act, Vote More Green than Others

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**Half of LGBT Adults are "Concerned About Planet for Future Generations" compared with 42% Heterosexuals.**

NEW YORK & WASHINGTON--(Business Wire)--

Two-thirds (66%) of lesbian, gay, bisexual and/or transgender adults, asked in a new national survey conducted online, say that it is important to support environmental causes, compared with 56% of non-LGBT adults. Three-quarters (75%) of LGBT adults (compared with 53% of heterosexuals) believe global warming is happening right now, and by more than two to one proportions, 39% of LGBT adults say they have seen or read Al Gore's "An Inconvenient Truth" while only 20% of heterosexuals say they have seen or read it.

The new nationwide survey of 3,110 U.S. adults, (ages 18 and over), of whom 167 self identified as lesbian, gay, bisexual and/or transgender, was conducted online between July 7 and September 8, 2009, by Harris Interactive, a global market research and consulting firm, in conjunction with Witeck-Combs Communications, Inc., a strategic public relations and marketing communications firm with special expertise in the LGBT market.

While many more Americans are taking steps to protect the environment and reduce their carbon footprint, there appears to be consistent gaps in attitudes between individuals who self-identify as lesbian, gay, bisexual and/or transgender and the attitudes of heterosexual respondents. For instance, one in five (21%) LGBT adults agree with the self-label of "environmentalist," when contrasted with just 13% of heterosexuals. The analysis of voting, purchasing and workplace attitudes continues to highlight these gaps:

- 48% of LGBT adults say it is "very to extremely important" to consider environmental issues when voting for a candidate, compared with 35% of non-LGBT adults.
- 40% of LGBT adults also say it is "very to extremely important" to consider environmental issues when buying and using products or services, compared with 26% of heterosexuals.
- 28% of LGBT adults report that also is "very to extremely important" to consider environmental issues in choosing the company you work for or apply for a job, compared with just 16% of non-LGBT adults who agree.

Bob Witeck, CEO of Witeck-Combs Communications, noted that LGBT responses also reflect less cynicism and more trust across-the-board with the principles of environmentalism. Witeck said, "When asked whether the media exaggerates environmental issues, only 18% of LGBT adults agreed, compared with 31% of heterosexuals, and when considering whether 'going green' is just a marketing tactic, 22% of heterosexuals think so, yet only 16% of LGBT adults agree."

"Most significant," Witeck added, "is the measure of global environmental stewardship. Although LGBT households are not parenting as frequently as our non-gay counterparts, 51% say they are concerned about the planet we are leaving behind for future generations - compared with 42% of

heterosexual adults. This signals a very high sense of community and cooperation that many LGBT citizens know first-hand."

## **Methodology**

Harris Interactive conducted the study online within the United States between July 7 and September 8, 2009, among 3,110 adults (ages 18 and over), of whom 167 self-identified as lesbian, gay, bisexual and/or transgender. Figures for age, sex, race, education, region and income were weighted where necessary to bring them into line with their actual proportions in the population. In addition, the results for the gay and lesbian sample were weighted separately based on profiles of the gay and lesbian population that Harris Interactive has compiled through many different online surveys. Propensity score weighting also was used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

## **About Harris Interactive**

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research, powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com)

## **About Witeck-Combs Communications, Inc.**

Witeck-Combs Communications, Inc. is the nation's premier marketing communications and consulting firm, specializing in developing and implementing effective strategies reaching the gay and lesbian consumer market. With over 15 years experience in this unique market, Witeck-Combs Communications not only serves as a bridge between corporate America and gay, lesbian, bisexual and transgender consumers (GLBT), but also provides counsel to countless non-profit organizations that aim to educate the public on gay and lesbian issues or to better reach their GLBT membership.

In April 2003, American Demographics magazine identified Bob Witeck and Wes Combs as two of 25 experts over the last 25 years who have made significant contributions to the fields of demographics, market research, media and trendspotting for their path breaking work on the gay and lesbian market, and in 2006 Bob Witeck and Wes Combs co-authored *Business Inside Out: Capturing Millions of Brand Loyal Gay Consumers* (Kaplan Publishing), considered the first-ever book on marketing insights, practical tips and strategies targeting the gay, lesbian, bisexual and transgender market. They have appeared in worldwide media outlets including Fortune, CNBC, CNN, Reuters, Associated Press, Ad Age, New York Times and Washington Post. For more information visit [www.witeckcombs.com](http://www.witeckcombs.com).

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